Notice of Allowability	Application No.	Applicant(s)	
	10/537,935	CHOI ET AL.	
	Examiner	Art Unit	
	FARIBORZ KHOSHNOODI	2164	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *11/26/2008*.

2. ☒ The allowed claim(s) is/are *1-17 and 19-31*.

3. ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☒ All b) ☐ Some* c) ☐ None of the:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
      3. ☒ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date 6/8/05;11/3/08
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413), Paper No./Mail Date *2/27/2009* .
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

Detailed Action

Remarks

1. In response to the amendment filed July 15, 2008, claims 1-17 and 19-31 are presently pending and claim 18 cancelled in the application, of which claims 1, 9, 26, 28, and 30 are presented in independent form.

EXAMINER'S AMENDMENT

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unaccepted to applicant, an amendment may be filed as provided by 37 CFR 1,312. To ensure consideration of such an amendment, it MUST be submitted no longer later than the payment of the issue fee.

3. Authorization for this examiner's amendment for claims 1, 9, 13, 17, 22, 26, and 30 was given in a telephone interview with W. William Park (Phone No. 312-427-1300) (Registration number 55,523) for applicant on February 27, 2009.

4. The instant Examiner's amendment is directed to said entered amendment.

5. Please amend the application as follows:

IN THE CLAIMS

6. Claims 1, 9, 13, 17, 22, 26, and 30 should be amended to the claim language as shown below. Claim 18 is cancelled herein. All other claims i.e. 2-8, 10-12, 14-16, 19-21, 23-25,27-29,

and 31 are accepted as filed on July 15, 2008. The complete set of claims will **replace** with the claims 1-17 and 19-31 as filed on July 15, 2008 as follow:

1. (Currently Amended) A computer implemented method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:

determining a lowest limit bidding price for each of a plurality of keywords by a processor, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword;

receiving bidding prices higher than or equal to the lowest limit bidding price and tender conditions including the keyword and a predetermined search listing display method for a search listing from each of a plurality of network information providers, wherein the received bidding prices are hidden from each of the plurality of network information providers;

determining successful bids of the network information providers for the keyword based on the tender conditions and the bidding prices, to sell a keyword good associated with the predetermined search listing display method through a tender;

associating at least one portion of the search listings with the keyword and the predetermined search listing display methods, to maintain a database including a plurality of search listings;

receiving a search request from a searcher;

identifying search listings associated with keywords corresponding to the search request;

arranging said at least one portion of the search listings according to the predetermined search listing display methods of the successful bids when arranging the identified search listings; and

generating the search result list including the arranged at least one portion of the search listings.

2. (previously presented) The method as claimed in claim 1, wherein the predetermined search listing display methods are specified by a form of display and ranking of the search listings.

3. (previously presented) The method as claimed in claim 1, wherein said at least one portion of the search listings is randomly arranged in a placement zone specified by the search listing display method when arranging said at least one portion of the search listings.

4. (original) The method as claimed in claim 1, wherein predetermined keywords are sold during only a predetermined period of time through the tender.

5. (previously presented) The method as claimed in claim 1, wherein the step of selling the keywords through the tender is individually performed for each of said at least one portion of the search listings.

6. (previously presented) The method as claimed in claim 1, wherein remaining search listings except said at least one portion of the search listings are arranged independent of the predetermined search listing display method.

7. (original) The method as claimed in claim 1, wherein the keywords sold through the tender are premium keywords determined by a predetermined criterion.

8. (original) The method as claimed in claim 1, wherein the tender conditions selectively further include information on network information providers or a predetermined display period of time.

9. (Currently Amended) A computer implemented method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:

maintaining a plurality of search listings including URLs associated with network information providers;

determining a lowest limit bidding price for each keyword by a processor, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword;

receiving keywords associated with the search listings and bidding prices associated with the keywords from the network information providers, the bidding prices being higher than or

equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers;

selecting a successful bidder among a plurality of network information providers associated with the keywords according to a predetermined criterion associated with the bidding prices after a tender period of time expires, wherein the tender period of time is a period of time in which the bidding prices are accepted; and

generating a search result list including at least a portion of the plurality of search listings in response to the search request,

wherein at least one portion of the plurality of search listings is arranged in a predetermined search listing placement position.

10. (previously presented) The method as claimed in claim 9, wherein the search listing placement position is determined before the bidding prices are received from the network information providers.

11. (previously presented) The method as claimed in claim 10, further comprising the step of receiving information on a predetermined display period of time from the network information providers,

wherein when the network information providers are selected as a successful bidder, search listings associated with the network information providers are arranged in the predetermined search listing placement position during the predetermined display period of time, and a position of the arranged search listings is not changed.

12. (previously presented) The method as claimed in claim 9, wherein the step of selecting the successful bidder includes selecting a plurality of the network information providers as successful bidders,

wherein said at least one portion of the search listings is arranged according to rankings determined by the bidding prices of the successful bidders within a placement zone specified by the search listing display methods.

13. (Currently Amended) The method as claimed in claim 9, further comprising the steps of:

offering instant purchase prices to network information providers; and

instantly selecting the network information providers as successful bidders when the ~~if the~~ instant purchase prices are received as the bidding prices from network information providers.

14. (original) The method as claimed in claim 13, wherein the instant purchase prices are determined in consideration of past successful bid prices of the keywords.

15. (original) The method as claimed in claim 9, wherein the step of selecting the successful bidder further includes the step of regarding a successful bid as an unsuccessful bid in at least one of the followings:

a case where a purchase rejection intention is received from the successful bidder,

a case where the successful bidder does not purchase a successful bidden keyword within a predetermined period of time, and

a case where a purchase rejection intention is once again received after the predetermined period of time expires.

16. (original) The method as claimed in claim 15, further comprising the step of reselling keywords if the successful bid is regarded as an unsuccessful bid,

wherein the step of reselling the keywords includes one of a first-come first-served system, a re-tender system and a next order bidding price selection system.

17. (Currently Amended) The method as claimed in claim 9, wherein when ~~wherein if~~ a plurality of same bidding prices are received, the successful bidder is selected in consideration of at least one of a tender sequence, a display period of time, an actual advertisement use result, a credit of network information providers.

18. (cancelled)

19. (original) The method as claimed in claim 9, further comprising the step of opening the highest bidding price or a bidding price list.

20. (original) The method as claimed in claim 19, wherein the highest bidding price or the bidding price list is not opened during a predetermined period of time before a tender period of time expires.

21. (original) The method as claimed in claim 9, further comprising the step of offering keywords similar to keywords received from the network information providers to the network information providers.

22. (Currently Amended) The method as claimed in claim 9, wherein the step of receiving the bidding prices includes the step of limiting the number of receipt of bidding prices from same

network information providers to the predetermined number of times or demanding an additional price when bidding ~~if bidding~~ prices are received above the predetermined number of times.

23. (original) The method as claimed in claim 9, further comprising the step of offering a result for the search request associated with the keywords to the successful bidder,

wherein the result for the search request includes at least one of the number of exposures, the number of clicks and a click rate.

24. (previously presented) The method as claimed in claim 9, wherein the step of maintaining the plurality of search listings includes the step of maintaining search listings including URLs associated with network information providers and image files associated with the network information providers.

25. (previously presented) The method as claimed in claim 24, wherein at least one portion of the search listings arranged in the predetermined search listing placement position is arranged with the image files included.

26. (Currently Amended) A computer implemented method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:

determining a lowest limit bidding price for each keyword by a processor, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword;

receiving web page titles, web page descriptions, image files, keywords and bidding prices associated with web pages of the network information providers from network information providers, the bidding prices being higher than or equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers;

generating search listings in real time substantially by combining the web page titles, the web page descriptions and the image files, and offering the generated search listings to the network information providers;

receiving confirmation inputs of the network information providers for the generated search listings;

selecting a successful bidder among a plurality of network information providers that provided confirmation inputs, wherein the successful bidder is selected according to a predetermined criterion associated with the bidding prices;

associating the keywords with the search listings of the successful bidders;

receiving a search request from the searcher;

identifying search listings associated with a keyword corresponding to the search request; and

offering the identified search listings to the searcher by arranging the identified search listings in a predetermined position of a search result web page.

27. (previously presented) The method as claimed in claim 26, further comprising the steps of:

receiving a correction request for one or more of web page titles, web page descriptions and image files from the network information providers; and

correcting the search listings in real time substantially in response to the correction request and offering the corrected search listings to the network information providers.

28. (Currently Amended) A computer implemented method for generating a search result list in response to a search request input from a searcher through a communication network, comprising the steps of:

determining a lowest limit bidding price for each keyword by a processor, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword;

receiving keywords and bidding prices from network information providers, the bidding prices being higher than or equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers;

selecting a successful bidder among a plurality of network information providers associated with the keywords, wherein the successful bidder is selected according to a predetermined criterion associated with the bidding prices;

receiving a web page title, a web page description and an image file associated with a web page of the successful bidder from the successful bidder;

generating a search listing in real time substantially by combining the web page title, the web page description and the image file, and offering the generated search listings to the successful bidder;

receiving a confirmation input of the successful bidder for the generated search listing;

associating the keywords with a plurality of the confirmed search listings;

receiving a search request from the searcher;

identifying search listings associated with a keyword corresponding to the search request; and

offering the identified search listings to the searcher by arranging the identified search listings in a predetermined position of a search result web page.

29. (previously presented) The method as claimed in claim 28, further comprising the steps of:

receiving a correction request for one or more of a web page title, a web page description and an image file from the successful bidder; and

correcting the search listings in real time substantially in response to the correction request and offering the corrected search listings to the successful bidder.

30. (Currently Amended) A system for generating a search result list in response to a search request input from a searcher through a communication network, comprising:

a first computing device having a processor and a memory, the computing device connected to a second computing device over a computer network; and

an executable application residing in the memory for generating the search result list over the computer network, the executable application comprising:

a network information provider inputting a bidding price into the system for generating a search result list;

a tender conditions receiving unit for receiving tender conditions including keywords and search listing display methods, and the inputted bidding prices higher than or equal to a lowest limit bidding price from network information providers, the lowest limit bidding price being determined for each keyword and determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword, wherein the received bidding prices are hidden from the network information providers;

a successful bid making unit for making a successful bid for the keywords based on the tender conditions and the bidding prices;

a storing unit including a plurality of search listings;

a search performing unit for:

associating the plurality of the search listings with the successfully bidden keywords and search listing display methods;

identifying search listings having the keywords corresponding to the search request in response to a search request received from a searcher; and

arranging at least one portion of the search listings according to the search listing display methods; and

a search request receiving unit for receiving a search request from a searcher via a communication network.

31. (previously presented) A computer-readable recording medium in which a program for implementing a method according to claim 1 in a computer is recorded.

ALLOWANCE

7. Claims 1-17 and 19-31 are allowed over the prior art made of record.

REASON FOR ALLOWANCE

8. The followings are an examiner's statement of reasons for allowance:

9. The prior art of record, Singh (US Patent Publication No. 2002/0165849 A1) directed to an automatic notification method utilized in a pay for performance marketplace system.

According to Singh, a bid corresponding to economic value given by an advertiser when a searcher is referred to a network location associated with the advertiser (Singh page 4, [0030]. The advertiser participates in a competitive bidding process for search items with other advertisers (Singh page 10, [0198]). A rank value of an advertiser's search listing determines the placement location of the advertiser's entry in a search result list. The rank value is determined according a direct relationship to the bid amount (Singh page 12, [0213]). According to Singh, an automatic notification may be issued if an advertiser is outbid for a particular search term thereby changing the position of the search term on the search result list page (Singh page 13, [02t8]). That is, according to Singh, the bidding process continues after an advertiser's bid has been accepted and the amount of the advertiser's bid can be changed accordingly. Goino (US Patent Publication No. 2001/0056396) describing an auction method that can satisfy requirements other than price such as time, position, or distance in relation to the auction. For example, according to Goino an auction may be conducted such that bidders compete in a trading date auction or a position auction (Goino page 9, [0162]). That is, according to Goino the successful bidder may not necessarily be the highest bidder in terms of price because additional factors such as location of the bidder are considered. Boyd (US Patent Publication No. 2004/0193489 A1) describing an electronic points system that allows consumers to redeem points earned by purchasing consumer goods (e.g., a soft drink bottle caps program). The electronic points can be redeemed in several different auction formats such as a Standard Auction, a Dutch Auction, a Progressive Auction, a Buy-or-Bid auction, and a Declining Bid Auction (See Boyd Par. [0225] - [0333]. According to Boyd the Standard Auction awards the merchandise to the bidder who has submitted the highest bid price including the duration of the

auction (Boyd page 13, [0224]). Boyd's Dutch Auction awards a plurality of items to a plurality of winning bidders, each winning bidder is charged the lowest winning bidder's bid price (Boyd page 16, [0257]). Boyd's Progressive Auction is a modified Dutch Auction where the quantity of items allotted to each of the plurality of winning bidders need not be equal to one (Boyd page 18, [0280]). Boyd's Buy-or-Bid auction modifies the traditional auction to guarantee the item to a bidder who places a bid above a predetermined selling price, while maintaining the Standard Auction format for all bids below the predetermined selling price (Boyd page 20, [0309]). Boyd's Declining Bid Auction modifies the Standard Auction such that price of an item decreases with time (Boyd page 21, [0322]. Therefore combination of Singh, Goino, and Boyd do not teach the "*determining the lowest limit bidding price for each of a plurality of keywords, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword; receiving keywords associated with the search listings and bidding prices associated with the keywords from the network information providers, the bidding prices being higher than or equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers*". However, after careful consideration of the amended claims filed on July 15, 2008, the applicant exclusively and specifically pointed out how the claim overcome the prior art of the record, particularly in combination of Singh, Goino, and Boyd the "*determining the lowest limit bidding price for each of a plurality of keywords, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword; receiving keywords associated with the search listings and*

bidding prices associated with the keywords from the network information providers, the bidding prices being higher than or equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers" as cited in claims 1, 9, 26, 28, and 30.

10. This allowable feature is indicated in independent claims 1, 9, 26, 28, and 30 "*determining the lowest limit bidding price for each of a plurality of keywords, the lowest limit bidding price being determined in consideration of at least one of a number of page views for each keyword, a basic unit price per one page view and a weight associated with a preference for the each keyword; receiving keywords associated with the search listings and bidding prices associated with the keywords from the network information providers, the bidding prices being higher than or equal to the lowest limit bidding price, wherein the received bidding prices are hidden from the network information providers*", as recited in independent claims 1, 9, 26, 28, and 30 in combination with the remaining elements as cited in claims 1, 9, 26, 28, and 30. The prior art made of record, do not disclose, teach, or suggest (in combination with all other features in the claim), the claimed limitations of claims 1, 9, 26, 28, and 30 as a whole. Consequently, independent claims 1, 9, 26, 28, and 30 and dependent claims 2-8, 10-17, 19-25, 27, 29, and 31 are allowable over prior art.

CONCLUSION

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Fariborz Khoshnoodi whose telephone number is 571-270-1005. The examiner can normally be reached on M-TH every other F 8:00-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Charles Rones can be reached on 571-272-4085. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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